

People You Should Know

**** FOUR STAR FOLKS ****

Selected, Gathered, Compiled and Noted By Betty Dolan, Special Staff Feature Writer

Introducing to You the Builders and Live People Who Make up the Business Interests of Torrance, Lomita, Harbor City and Wateria.

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GEORGE L. FRESINIUS

**** AT last we've caught up with him—fast moving George L. Fresinius, 25890 So. Western, who came here when there were just five others and who helped start this community growing. He bought land; sub-divided; sold lots to about 200 people; brought the right kind of people here to become citizens. Real Estate, Insurance, Notary Public, are his steps of present day service—and his judgment on a piece of property is very much your good luck. When two bright blue eyes opened one morning in Alsace Loraine, his parents did not know that one day "George" would become a dyed-in-the-wool citizen for 49 years of this glorious U. S. A.; cleaned yards for a couple of pennies for first pocket money; served Uncle Sam in Philippines; V. F. W. and Odd Fellow who is never odd; loses track of the hands on the clock when in his garden; Lilly is queen of their beautiful new home on Walnut and Clinton George, Adele Collins and Hazel enjoy the minutes of the hours; if George ever went away from Lomita, he'd pass out with homesickness; spoke four languages when only seven years old; his laugh is better than any tonic that ever came out of a bottle; his memory can pick out dates and historical facts as easy as picking cherries off a cherry tree. Along with the front page crowd that would be a champ anywhere—even sitting on a flagpole...

Ph. Lom. 31-W and release: What year did he first come to Lomita?

MRS. HALLIE FLETCHER

**** ARCTIC CAFE, 2048 Pacific Coast (401) Highway, wins and holds its patrons in the right way—with coffee, excellent cooked food, excellent coffee, your favorite beer, giving individual thought to each one's preferences and spreading cheerfulness all over the place. Hallie Fletcher, well liked owner, was born with a homey, happy disposition—a desire to do things for others and she gets as much happiness from seeing the same satisfied patrons every day as they do in coming in. This Arctic Cafe, first cafe here on the highway nine years ago, has always been a good one, and Mrs. Fletcher worked there quite some time before becoming the owner. "Hallie" answers "her" among our old-timer crowd, being a pioneer of the class of 1919; the land of fast horses and beautiful women, claims her first baby smile, at Geneva, Ky.; homesick enough to die when she landed here the 10th of August in 1919—now wouldn't swap it for all the land west of the Rockies; gets seeds of fun from travel, thrills to music, can out in on same wave length as the young folks and Mary and Jim, both Narbonne High boosters, help her keep the sun shining on both sides of the fence; she's gracious to everyone; has individuality; reminds us of apple blossoms and there's something nice about everyone—but everything's nice about her...

Ph. Lom. 458 and inquire: How long ago did she become owner?

KOZY TRAILER CAMP

**** AWAY from the tooting of horns, the noise of traffic, the everlasting hustle and bustle of things, we discovered Kozy Trailer Camp, quietly tucked in peacefulness and comfort at 25338 Walnut, where friendly people find home comforts and restfulness. The Camp is owned by Marie Jearls Endicott and operated by her father and mother, Mr. and Mrs. Robert Jearls. Everything is provided for convenience—utility house for laundry; gas for cooking; it's close to one of the finest schools in California; no traffic to bother children—and is the answer to a prayer for a splendid place to park the trailer at the end of the journey. Both Mr. and Mrs. Jearls come to us from Wichita, Kans., where progressive Marie ate her first Thanksgiving dinner; "Robert" is a minister of the gospel, former pastor of the mission in San Gabriel and travel is his special enjoyment; kind-hearted "Bert" finds solid enjoyment in the pleasures of home life, while "Marie" (whose home is in Los Angeles) never tires of music, flowers, gardens. They believe in community co-operation; want folks to know each other better, and long may they live to bring happiness and hominess to others.

Add 5, 6, 1, 9 and 9 and tell how many trailers they can accommodate?

JAMES J. LYNCH

**** HE'S almost a Native Son, this courteous James J. Lynch, who sends you "Good Luck" greetings from his California Cleaners, 1928 Pacific Coast (101) Highway, which he bought out nearly a year ago, equipped it with modern machinery and where he wears "ears" around every garment you send him. Mr. Lynch is a technical man; devoted thousands of hours to research laboratory contacts; studies chemistry end of things; worked as fancy spotter in big places; followed dry cleaning 35 years and had his own business 12 years in Oakland, here's where we let the cat out of the bag—he got that "Bred-in-old-Kentucky" manner of his in Louisville, the day he was born, and first days in dry cleaning business in Chicago where he did his growing up; rightly proud of his delightful "Kay," whose smile welcomes you at the desk (whose marvelous memory will pick you out of a crowd anywhere—once having known you) and their fast moving son, Harold, California's Native Son and a partner in the firm. "Jay" and Daniel Boone have a heap in common on sighting a gun—he's a baseball fiend to boot; direct kind of competition figures the other fellow is entitled to his rights, too; tip-top fellow to know; proud of his friends; good judge of what makes the man—and a front row member of the wanted citizen class.

Ph. Lom. 484 and ask: What date did he become owner here?

LULA CUTSINGER

**** DID you all know we have a natural born fur expert, Lula Cutsinger, right here in our midst, at 25319 Narbonne? She will take those worn places out of your fur coat, alter it, or make it over entirely, and start you out on your cold weather season cozy, warm and luxuriously dressed as well. It's as easy for Mrs. Cutsinger to grade furs, cut and harmonize them as it is for you to eat your Thanksgiving dinner, and she gets a thrill from the feel and beauty of them. Mr. Cutsinger, headman in this happy family, is another whose fur judgment wins confidence, and both are delighted to be included among the good-will building folks of this community. Enjoyable "Lula" learned a heap about furs in one of the largest fur houses in Houston, Texas; garden and outdoors sprinkle hours with gladness; creative nature is always finding new ideas and new ways; butterfly collection would be a joy to anyone; keen sense on fur values make her an expert fur consultant; has a horror of fraud where furs are concerned; stimulating in her special interests; smile like the sun coming out from under a cloud, and this real "Somebody" has a way that clicks and is a thoroughbred through and through.

Add 4, 1, 7, 3, and 2 and tell how many months ago she started her fur work here?

M. B. BRUZELIUS

**** EVERYONE likes M. B. Bruzelius, our photographer, of 24648 Narbonne ave., who conducts a kodak film developing business and who gives us our finishing photo needs. He always tries to do certain definite things to please each patron, and gives small or large jobs the same complete attention. Mr. Bruzelius is a man of the old school in friendliness, and when the Lord had made him in Sweden, He chuckled happily and broke the mold. He has traveled extensively; has an interesting background and speaks four languages. His first coins were made in photography; hit our shores in 1923 and glad he did, as he's made a splendid citizen; been in Lomita since 1929; spends his time in recreational value—reading; doesn't give two toots in a tornado about smoking; silver-haired; plenty of merriment in his blue eyes; never tries to make folks over; can manufacture as much enthusiasm as a seventeen-year-old; never did a half-way job in his life; has no use for sham—and if trophies were passed out by us for happy laughs, "M.B." would get one of the nicest.

Multiply 25 times 2 and tell years he's spent at photography?

DESERT RESORTS OPENING
All California desert hotels, lodges, and taverns will be open for the winter season by Nov. 10.

GEO. W. BROOKSBY

**** "BELIEVE it or not"—we have with us today the first man to give us a grocery store on the Blvd. 20 years ago, at Nobbin and 101—none other than clear-thinking, accommodating George W. Brooksbey, whose home-owned, home-operated neighborhood grocery now serves you at 2259 Pacific Coast (101) Highway, and who has been a taxpayer in this community 21 years. His quality groceries win friends; his good treatment and genuine nature hold friends; he builds on a platform of fairness and is entitled to all the patronage you can bring, because he definitely is home folks. "George" is proud of his American citizenship of 40 years; first citizen made in his uncle's Bayswater District grocery in London; wants he-man sports on his playtime schedule; learned about sculls and oars in school days at Cambridge; circulation manager 14 years on a Pittsburgh, Pa., metropolitan newspaper; in Receiving Dept. of our National Supply about 10 years; his cheerful "Georgian," born at Mill Village, Pa., is other 9/10th of the family; has his full share of grit; works his own passage; would be a good bet in any man's town and the (watching) is out for him in more places than he could ever know...

Ph. Lom. 413 and state: How long has he operated his present grocery?

MRS. LOTTIE WAUGH

**** YOU will find Mrs. Lottie Waugh at Lottie's Place, the splendid confectionery, next to the Lomita theater. You will also find her first customers trading here since the very day she opened this popular headquarters, and everything tastes so good—they go out and spread the word to others. We found "Lottie's" first day on this revolving globe was spent in the British Isle; been in America since 1913 (the first strait since 1914; has fair deal principle which will always remain close to her heart; natural singing person—two pet pursuits, grand opera and classical music; always lived and worked in the spirit of good will; her pride is her son Albert and her sunshine is Norma; her deepest joy comes from helping someone over a tough spot; always likes to mix with people; owns a delightful heart-warming smile; hard to get ruffled; loves the unexpected; enjoys a holiday like a kid does a Sunday school picnic, and if all her friends were on one side of the street the other side would look lonesome.

Subtract 76 from 1900 and tell us the days she has served the public?

FOUR STAR FOLKS

Winners and Answers
First Prize (\$2) Mrs. G. Birnson
Second Prize (\$1) Charles Brown
CHANDLER'S PALOS SAND & GRAVEL, a home basic industry of progress, provides a payroll for 31 loyal, efficient employees.
BILL WICKER, friendly to the core, had his clerks over a shop at 2257 Pacific Coast (101) Highway, about three years ago. A P. O. D. D. SHOP, 1512 Pacific Coast Highway, was wrongly spelled in last week's issue. Catherine Hasvold, owner, has been a good citizen to know since she opened this first dress shop on the Blvd. seven years ago.
CARL FARRAR, moving onward person of Lomita Drug Store, has spent 12 years in the business.
HENRY G. MATHEWS, genuine friend maker, invites you to official opening of his new Guest Service Station, 101 Highway at Narbonne, Saturday, Nov. 8th.
HUGO F. SCHMIDT, everybody's friend, Lomita Meat Market, has spent 44 years in meat markets.
ELIZABETH SWATON, kind and true, moved into her new Guest Home for Elderly People at 1874 21st St., October 25th.
NITA SULLIVAN, delightful to know, opened her Nita's Beauty Box, 1884 Pacific Coast (101) Highway, Aug. 1, 1941.

CONTEST RULES

We Will Pay You FOR BEST ANSWERS
\$500—Free Merchandise Prizes—\$500
GRAND PRIZE—\$1500
FIRST WEEKLY PRIZE—\$200
SECOND WEEKLY PRIZE—\$100
WHAT TO DO? Call by phone or in person and get answer to question asked at the end of each story. Send answers to The Herald within four days.
WHO WINS? The person sending in the most nearly correct, prompt, and neatest answers will be given merchandise from your own home merchants each issue. Winner and answers published week after story and question appears.
CASE OF TIES: Duplicate awards will be given each tying contestant. The judges' decision will be final and irrevocable. Anywhere, may compete except employees of The Herald and News or members of their families.
GRAND PRIZES will be awarded at the end of the contest to the person sending in the most correct weekly solutions during the entire contest.

Chungking Pigs Climb Stairs



When Japanese bombers raid Chungking, animal as well as human life seeks shelter, like this pig that negotiates a steep stairs. Photos also climb stairs, according to F. MacCracken Fisher, United Press staff correspondent, who took this picture.

Marketing Efficiency Held Vital Factor In Food-Defense Program

Food distributors must increase their efficiency if the government's "nutrition-for-defense" program is to be a success, G. S. Higl, General Superintendent of the California Unit of the Great Atlantic & Pacific Tea Company declared today.

Announcing the local celebration of the company's 82nd anniversary, he said present world conditions place added importance on A & P's traditional policy of encouraging the consumption of healthful foods by eliminating unnecessary handling costs and narrowing the margin between what the consumer pays and the producer receives.

"With government nutrition experts agreed that vitamins are as vital to America's strength and morale as planes, tanks, and guns, all food distributors have a responsibility to move food to consumers with the utmost efficiency," Higl said, adding that "our company is proud of its part in meeting that responsibility, not only since the government's nutrition program was started, but in every one of its 82 years of operation."

This efficiency has been maintained since the company was founded in 1859, he said, when George Huntington Hartford took a revolutionary step in purchasing a cargo of tea direct from China and, by eliminating all needless in-between handling and costs, retailed it for half the prevailing prices. Hartford subsequently applied the same mass distribution principles to other foods, and public acceptance made it possible to open additional stores, thus starting America's first chain store company.

A later major step in the company's growth was the advent of the "economy stores" through which consumers demonstrated their desire to get more food for their food dollar by dispensing with credit and delivery expenses. Most significant recent trend has been the growth of the supermarket which, as developed by A & P, brings food to consumers at the lowest "markup" ever achieved in the retail grocery industry, he said.

"The larger turnover inherent to supermarket operation, coupled with self-service, means that the company can operate on a still narrower margin, passing the resultant savings on to both producers and consumers," Higl explained. He pointed to the fact that his company's customers this year will save over \$50,000,000 on their food as compared to the lowest prices which could have been charged on the basis of operating costs five years ago. Similarly, growers and shippers marketing fresh fruits and vegetables through A & P stores now get a 18 per cent greater share of the consumer's dollar than they did only four years ago.

The feasibility of increasing the use of healthful foods in the diet with the government drive to raise dietary standards is shown by success of the company's own drive this year to encourage consumption of fresh fruits and vegetables. During a 10-week period he said, its purchases totaled 33,205 carloads, compared with 27,374 carloads bought in the same period last year, a gain of 20.4 per cent.

Such efforts are only a start, however, for the Department of Agriculture has found that some

Red Cross Launches Appeal Nov. 11 in Unique Broadcast

On Nov. 11, from 7 to 8 p.m., the American Red Cross will present a nation-wide broadcast over Columbia, Mutual and National Broadcasting Systems, launching one of the most important campaigns in all of Red Cross history.

Although the Los Angeles Chapter will not hold its Roll Call until April, this will be an all-important program for everyone to listen to as it will give a "Radio View" of the activities of the American Red Cross. The program will open in Washington and then President Roosevelt making an appeal; then Secretary of the Army Stimson will tell of activities with the armed forces. Then jumping to Iceland, an American soldier will have a two-way conversation with his parents in this country. Secretary of the Navy Knox will speak from Washington and then the program will jump to San Diego where a sailor in the Naval hospital will carry on a conversation with his parents; then Los Angeles for a three-minute appeal by an outstanding motion picture personality; then back to Washington to hear National Chairman Norman E. Davis.

Use of Gasoline to Wash Overalls is Blamed for Blaze

Mrs. Joe Kikta of 2312 231st St., will probably give up her practice of washing Husband Joe's overalls in gasoline and then, in the narrow confines of a small porch that also contains an automatic water heater with a pilot light, wringing them out in a power wringer.

Yesterday she was engaged in this domestic duty and a fire started that damaged her kitchen and porch. Mrs. Kikta was first reported burned about the throat and face but this proved erroneous. Firemen called to put out the blaze agreed that Mrs. Kikta's gasoline washing was about as dangerous as playing with an "empty gun."

Bluffing in poker may cost you money, but bluffing in traffic may cost you your life.

Defense Production Clinic Nov. 17-18 At L. A. Hotel

In spite of extensive backlogs in aircraft production and ship building in Southern California, much of the normal industry, not now engaged in defense work is threatened with shut-downs due to priority affecting supply of materials.

To acquaint operators of smaller manufacturing plants with present and coming defense needs, in order that local industry may participate more fully in the national defense effort, the West's first National Defense Production Clinic will be held at the Ambassador Hotel in Los Angeles, Nov. 17 and 18.

As further help to local industry, major contractors are being asked to exhibit various

things they are making. These will be on display at the Ambassador during the Clinic so the sub-contractor may see actual objects, as well as blue-prints. Thus he will gain a more accurate picture of how his particular plant may fit in to the defense effort.

The best teacher—One who makes you want to learn.

A WORD TO THE WISE



Ask for a copy of this booklet at your local...

Bank of America NATIONAL TRUST AND SAVINGS ASSOCIATION

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

This booklet contains valuable pointers for taxpayers. You need not be a depositor to obtain a free copy.

PENNEY'S GREAT DRESS SELLING EVENT!



DRESSES

Beautiful new fall dresses that are tailored from the finest materials by the country's largest manufacturer! Everyone a special!

No Alterations! **\$4.50** No Exchanges!

DRESSES

These fine quality dresses have been taken from our higher price range and reduced to make room for winter garments. See our window displays!

No Alterations! **\$3.50** No Exchanges!

DRESSES

Expensive looking dresses like these will sell fast at such a low price. You must see these to appreciate these values! Complete size ranges too!

No Alterations! **\$2.50** No Exchanges!

300 NEW FALL DRESSES

SIZES FOR ALL! **\$1.98** COLORS FOR ALL! SEE THESE TODAY!

Correctly styled in fall fabrics that would please the most critical! SEE OUR WINDOWS!

PENNEY'S

TORRANCE'S BUSIEST STORE

DO AWAY WITH Filter Purging

Get a **CORY** GLASS ROD FILTER

Speedy and easy! Simple and sanitary! Lines all its cycling water. Fits over glass coffee makers. Buy one for years and enjoy deliciously clear coffee and tea.

50¢

GEO. MOOREY HARDWARE

1515 CARRILLO Torrance